



**Council Member Motion  
For the Committee of the Whole Meeting of May 11, 2023**

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**To:** Committee of the Whole **Date:** May 5, 2023  
**From:** Mayor Marianne Alto  
**Subject:** City sponsorship for Hockey Day in Canada 2024

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**Background**

The City has received a request for support from the Victoria Hockey Legacy Society to host Hockey Day in Canada (HDIC) in January 2024. This event is a unique opportunity from Rogers SportsNet to showcase Victoria on a 14-hour National coast-to-coast-to-coast broadcast to 10 million viewers across Canada. Hockey Day in Canada is not a "one day" event, rather a weeklong schedule of community and corporate events culminating in the national broadcast on Saturday. These events include corporate events, music celebrations and community visits with the Stanley Cup and NHL Alumni/Rogers SportsNet personalities.

The 2024 HDIC will have a large public component on the waterfront at Ship Point, with an Activation Zone including a music stage, food vendors, and a themed craft component. These activities will be publicized with regional school districts to promote the Activation Zone on the Thursday and Friday and encourage everyone to take part in "Winter in Victoria" activities.

In recognition of the hockey heritage of Victoria, the story of the 1924-1925 Stanley Cup winners the Victoria Royals will be told while profiling the role of the Patrick family in shaping hockey here in Victoria, and across Canada.

The event has a partnership with the Courtnall family to feature Mental Health as a key theme of Victoria 2024 HDIC. Working with Russ and Geoff and their brother Bruce, HDIC plans to raise funds for the Archie Courtnall Centre, which provides a much-needed service in our community with individuals and families dealing with mental health crises.

Profiling Victoria's highly desirable climate as a winter destination, HDIC we will have the first ever "golf" component with the magnificent backdrops of the ocean showcasing NHL alumni, and media personalities, driving and chipping to fundraise for the Archie Courtnall Centre.

The overall budget for the event is \$825,000 which includes the capital purchase of a synthetic "CAN-ICE" rink, endorsed by Hockey Canada for playability. It is anticipated that the Province will provide a total of \$350,000 with sponsorship and corporate hospitality partners contributing another \$300,000.

The local organizing committee has made a request to the City of Victoria for financial support for the multi-day event. The sponsorship proposal is for \$100,000 in cash as well as in-kind services. The cash would be used to support operational costs relating to logistics, branding, and marketing. The in-kind services would consist of the use of City of Victoria staging/bleachers/equipment, use of the parking lots

at Ship Point, as well as staffing and logistics support. Based on the proposed event plan, staff estimate the total value of in-kind support to be \$60,000. This amount accounts for parking revenues which would typically be generated from the City lots at this time of year.

### **Resolution**

- (1) That Council approves sponsorship of the Hockey Day in Canada 2024 event, including \$100,000 cash and up to \$60,000 of in-kind services, to be funded from the Contingency budget in the 2023 Financial Plan.
- (2) Should this resolution be approved, that it be forwarded to the daytime Council meeting of May 11<sup>th</sup>, 2023, for final consideration.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Marianne Alto". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Marianne Alto  
Victoria Mayor